

Technical Branch
Library, Museum and Zoo Group
Zoo Series

GRAPHICS SPECIALIST

2/93

Summary

Under direction, supervise, design, edit, fabricate, produce and install zoo informational devices to include exhibit graphics, pamphlets, brochures and signs; perform related duties as required.

Typical Duties

Design, edit, fabricate and install educational and informational graphics for displays, exhibits, habitats, brochures, charts, illustrations, audio-visual aids and signs; assist in the design and preparation of exhibits including lighting, art work and murals; paint and hand letter signs, logos, and markings; prepare materials such as slides for presentations and mock-ups; install and maintains graphics, lighted graphics and displays; assists in development and presentation of public information and education programs.

Apply photographic, screen printing, layout, reproduction, ceramic and mounting techniques; use computer graphics and design software programs; produce brochures, pamphlets, and other handouts distributed to zoo patrons and general public; select materials used for printed materials or other presentation graphics; order and monitor inventory of supplies; monitor maintenance of equipment; assures accurate and correct bilingual translations.

Coordinate with outside contractor support of zoo's graphics activities; consult with education and animal care staff on development of appropriate graphics and displays; collaborate and assist staff in completing special projects; supervise, train and evaluate assigned personnel; maintain records and prepare reports on graphics activities.

Minimum Qualifications:

Training and Experience: Graduation from an accredited college or university with a bachelor's degree in fine arts, commercial art, graphic design, mass communication, advertising or related field and two years professional experience in researching, designing and producing graphic art, written materials, audio-visual aids and signs; or an equivalent combination of training and experience.

Knowledge, Abilities and Skills: Considerable knowledge of principles, practices and techniques of visual and written communications; good knowledge of graphic design, photographic, reproduction and printing techniques; knowledge of general mass communication and public information techniques.

Ability to research, design, develop, fabricate and install informational graphics; to review, edit and critique graphic content; to produce graphic designs using computer graphic design software; ability to implement graphic lighting techniques; ability to express oneself clearly and concisely, both orally and in writing; ability to establish and maintain effective working relationships with fellow employees, contractors and the general public; ability to maintain record and prepare reports.

Skill in graphic layout and design; skill in the use of computers; skill in the use of art materials.

Physical Requirements: Mobility within a zoo environment; work in and around animal habitat areas; work with tools, machines, chemicals and materials used in graphic production and installation.

Other Requirements: Subject to call during non-working hours; work various shifts and weekends.

Director of Personnel

Department Head